IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISIONS IN CHENNAI CITY

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Abstract: *Marketing through social media is now a great way to communicate with customers and social media. Social networking provides a way to interact with the community through social networking and websites. In this media marketing social media promotion and marketing in social media advertising methods its development and benefits are discussed. This study examines how marketing on social media in the city of Chennai compares to consumers. The conclusion is that consumers' purchases are more influenced by social media. This creates a huge demand for information exchanges and for the poor and rural-urban areas and many social media in this era is very profitable.*

keywords: *Social Media Marketing, Consumer Purchase Decisions, Perception, Intention*

INTRODUCTION

People used to follow the barter system in ancient times. In modern times there has been a traditional change in the communication system. It has become a convenient way to communicate with people of all ages on social media. The importance of marketing has created a lot of demand among people. The internet and especially social media has changed the medium of communication between buyers and sellers.

The Internet is a global network of interconnected computers and devices. It enables the exchange of information and information on a global scale. The internet has become an indispensable part of modern life. The internet has brought many benefits to people but like any technology it has its pros and cons. This internet helps people to learn new skills and knowledge. The Internet has made it easy for people to connect with each other regardless of their location. Social media platforms and messaging applications have enabled people to communicate with friends and family members who live far away. The Internet has made it easier to hold governments and corporations accountable for their actions. It is social media online news stations, corruption, injustices and have been increasing in the past. But the internet has made it easier to solve many problems. The Internet has improved the customer service of many industries. Online chat box customer service updates and lightning mail support help the customers in the best possible way. Social media provides many benefits to customers.

Social media marketing is the use of social media platforms and websites to help promote a product or service. Marketing through social media is where producers pay the most. Marketing through social media marketing and digital marketing are dominating customers. Social media marketing is becoming increasingly popular with both practitioners and researchers. It also enables companies to track the progress of advertising campaigns with built-in data analysis tools on most social media platforms. Here's a study on how marketing through social media influences consumer purchases and how social media like Facebook,Whatsapp, Instagram, Watchparty, Snapchat, Twitter, Linkedin, Quora,Pinterest, Tumblr,

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Skybe, Hike, Google, ,WeChat and YouTube influence consumer purchases. Below the diagram in social media websites in india.

Top Most Popular Social Net Working Sites In India

Most popular social media websites are found in India. These social networking sites in India constitute the largest number of information systems compared to other countries. The number of social media websites is increasing. These are increasing in use from children to adults and the demand for them is increasing in rural areas as well. Social media websites are also highly functional among organizations. There is no doubt that India is one of the most technologically active countries in the world, producing talented graduates in fields like IT Engineering, Programming, Data Analysis. Consumer demand is increasing through these social media and it is seen as a basis for technology companies to develop their technological advancements. It is also seen that more income can be generated in urban and rural areas through this social media. It helps in increasing the volume of consumer purchases and sales.

Face book

Facebook was launched in 2004. It is a social media website that can be looked back on among the entire youth. This makes it possible to connect people worldwide with 2.23 billion monthly active pioneers. These make it the best social media for chatting, sharing media, creating groups and making new friends for fun. This website helps to connect different messages and express feelings and know the news from all over the world about their current location and activity. In today's scenario businesses are setting up pages to advertise products, movies, shows and celebrities. These are social media sites that are built for easy sharing by anyone in a social hub and globalization. It is the fastest growing website in the country and the third most used website after Google.

Whatsapp

WhatsApp was launched as a social media website in May 2014. It has more than 50 million monthly active users in India. Used by passengers. The social networking site uses WhatsApp with more than 80 million monthly active users in India as of October 2014. which is 10% of its total user base (700 MM).

Instagram

Instagram was launched on April 3, 2012. It is most popular with the company reporting more than 40 million active travelers. The word Instagram is a combination of instant camera and Telegram. Instagram

offers a variety of digital designs. These are also used for passenger photos. tuning tools allow users to adjust brightness, contrast, saturation, sharpness, structure, straightness and tint.

Watchparty
Watch Patty is a social media website. It is a website to share information with friends. It is a video sharing site similar to YouTube that is used for entertainment purposes.

Snapchat
ShareChat is a mobile application. It allows passengers to send and receive self-destructing photos and videos. The photos and videos captured through this app are called Snapshots. Snap is also used as a great tool to capture photos using the device's camera and send them to others.

Twitter
The famous site that promoted micro-blogging continues to grow and become more active. This is the go-to site for all users whether it's celebrities or organisations. The simple interface has appealed to a lot of people and the website shows no signs of decline.

Linkedin
This website caters to the business and professional community and is one of the most active in India. A lot of people are registering and using the website. LinkedIn provides the opportunity for users to build their business profile with important factors such as experience, education, and business networks.

Skybe
Skype allows users to communicate over the Internet by voice using a microphone, by video using a webcam, and by instant messaging. Skype-to-Skype calls to other users are free of charge, while calls to landline telephones and mobile phones (over traditional telephone networks) are charged via a debit-based user account system called Skype Credit.

Hike Messenger
Hike Messenger is a cross-platform instant messaging service for smartphones that uses the internet for communication. In addition to text messaging, users can send each other graphical stickers, emoticons, images, videos, audios, files, voice messages, contacts and user location.

Google
Google has been slowly increasing and upgrading its features in the last few years. The positive thing about the social networking site is it allows you to customize and organize people and interests into "circles".

We Chat
We Chat is a cross-platform instant messaging service developed by Tangent in China, first released in January 2011.It is one of the largest standalone messaging apps by monthly active users.

YouTube
With over 250 million users in India, YouTube is the third most popular social media app in the country. The video-sharing platform is widely used for entertainment and education, and is a great way to stay up-to-date on the latest trends and developments.

OBJECTIVE OF THE STUDY

1. To measure the Social Media Usage behavior of consumers.

2. To analyze the consumers' perception with respect to Social Media Usage, and Purchase Intention.

RESEARCH METHODOLOGY

The research is based on observation and measurement of phenomena, as directly experienced by the researcher. It is empirical research. Survey method was used to elicit relevant data and details from the respondents.

Research Design

Descriptive design was used in this study. Based on the support of past review of literature, clear problem statement was arrived. Then relevant data were gathered, analyzed, processed and presented to accomplish the desired objectives of the study.

Data used for the study

This study will be conducted with the support of primary as well as secondary data. But the study relies more on primary data. Secondary data usage is needed to know the performance of each social media, increasing number of users and its prospects.

Pilot study

Pilot study has been conducted among 150 respondents to strengthen the questionnaire to accomplish the objectives of the study.

Method of Data Collection

A structured Interview Schedule will be prepared to collect information from the consumers using socio media.

Statistical Tools Used

The primary data collected from the respondents were coded and tabulated to suit the requirements of the study. Statistical Package for Social Sciences (SPSS) was used for analyzing data. The statistical tools such as:

- Percentage
- Mean
- Standard deviation
- Anova

REVIEW OF LITERATURE

- **Kucuk and Krishnamurthy(2007)**. An analysis of consumer power on the Internet. *Technovation*, Social media networks sites connect billions of users around the world with common their interests, views and hobbies. Blogs, YouTube, MySpace, and Facebook are examples of social media that are popular with all consumers. (Sin, et al., 2012) Users can use of online communication formats (blogs, podcasts, social networks, bulletins, etc.) to exchange ideas about a particular product/service, or brand and contact person.

- **Ayush Dhakad , Dr Bijal Zaveri& Hirav Patel (2014)** A Study the Impact of Social Media Marketing On Consumer Buying Behavior Towards Amazon With Reference To Parul University.the study found that the Social media has evolved into a crucial communication tool and has a significant impact on consumer behavior. It provides a platform for people to share their thoughts, opinions, and experiences. Marketing strategies have shifted to incorporate social media, recognizing its potential to influence consumer choices. The availability of promotions, discounts, and recommendations from trusted sources can impact purchasing decisions.

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- **S.Monika & Dr.C.Vijai (2019)** examined A Study on Impact of Social Media Marketing on Consumer Buying Behaviour in Chennai City. The introduction of the Study Social media modifies the communication methods between sellers and buyers. Ecommerce influences the consumer in their purchase decision. Communication through social media is a new platform to exchange information about product and services.

Hypotheses

The data was collected to test following hypotheses

Hypothesis 1: There is no significant relationship between the Gender and uses of social media.

Hypothesis 2: There is no significant relationship between the Age and uses of social media.

Hypothesis 3: There is no significant relationship between the Educational Background and uses of social media.

Hypothesis 4: There is no significant relationship between the Income and purchase from websites and uses of social media.

Hypothesis 5: There is no significant relationship between the Frequency of online shopping done by people and uses of social media.

Hypothesis 6: There is no significant relationship between the Time spent on Social Media Websites on a typical day and uses of social media.

Data Analysis

In the upcoming sections analysis and findings are presented.

Gender

Impact of social media marketing on consumer purchase decisions in Chennai city by gender male and female. In these male and female meet differently. These differences result in a change in thoughts, feelings, and behavior.

Table No: 1.1 Gender				
	No. of Respondents	Percentage	Mean	Std deviation
Male	62	41.3		
Female	88	58.7	1.59	.494
Total	**150**			

Source: Primary data

It could be observed from the above table there are 58.7% of the respondents who belongs to female category and 41.3% in male category. Hence, it reveals that the majority of the respondents are in Female category.

Age

Age is one of the determinants of the respondents. The needs and desires of human beings are based on their age. The age of the respondents is categorized as 18- 25years, 26 - 30years, 31 - 35years and Above 35 years.

Table No :1.2				
Age Group (in Years)				
	No. of Respondents	Percentage	Mean	Std Deviation
18- 25 years	35	23		

26 - 30 years	53	35	2.45	1.121
31 - 35 years	22	15		
Above 35 years	40	27		
Total	**150**			

Source: Primary data

From the survey it shows that there are 35% of the respondents who belong to 26- 30 years category, 27% above 35 years, 23% between 18 to 25 years and 15 % between 31to 35 years category. Hence, it reveals that the majority of the respondents are in 26 to 30 years category.

Table No: 1.1 ANOVA

	Sum of Squares	Df	Mean square	F	Sig
Between Groups	3.691	03	1.230	5.496	.001
Within Groups	32.683	146	0.224		
Total	**36.373**	**149**			

The above mention table is the ANOVA table. As per the above table F value of age group of purchase decision is 5.496 is not significant at 5% level of significance (p=.001). So the null hypothesis is not rejected (p>0.05). It means there is no significant difference in the influence of purchase decision among the various age groups.

Educational Background

Based on the respondent's educational qualification, they have been classified into illiterate, school level, college level and professionals. The following Table provides the classification of the respondents based on their educational qualifications.

Table No: 1.3

Educational Background				
	No. of Respondents	Percentage	Mean	Std Deviation
Up to High school	68	45	**1.72**	**.743**
Diploma to Degree Holders	56	37		
Illiterate	26	18		
Total	**150**			

Source: Primary data

It is divulged from the above table that the calculated in terms of Qualification majority of respondents, 68% were up to high school followed by 56 % of respondents who were diploma to degree holder followed by 26% of respondents were having illiterate. From the analysis, it is concluded that the majority of 68 % were under up to high school.

Table No: 1.2 Anova

	Sum of Squares	Df	Mean square	F	Sig
Between Groups	1.092	2	.546	2.276	.106
Within Groups	35.281	147	.240		
Total	**36.373**	**149**			

The above mention table is the ANOVA table. As per the above table F value of Educational Background of purchase decision is 2.276 is not significant at 5% level of significance (p=.106). So the null hypothesis is not rejected (p>0.05). It means there is no significant difference in the influence of purchase decision among the various Educational Background groups.

Income And Purchase From Websites
Monthly income is one of the factors that can change the behavior of the respondents. It is classified into upto 20,000 Rs. 20001– Rs.60000,Rs.60001 – Rs. 100000 and above Rs. 100001

Table No: 1.4				
Income and purchase from website				
	No. of Respondents	**Percentage**	**Mean**	**Std Deviation**
Upto Rs 20,000	71	47.3	1.87	1.014
Rs 20,001-60,000	45	30		
Rs 60,001-1,00,000	18	12		
Above Rs1,00,001	17	11		
Total	**150**			

Source: Primary data

It is highlighted from the above table that according to monthly income, respondents were divided into four categories as presented in table it has been observed that the maximum number of respondents 47.3% are having monthly income up to Rs 20,000 followed by income between   Rs.20,001 to Rs 60,000 is 30%. 12% of respondents are having their monthly between Rs.60,001 to   Rs. 1,00,000 and few respondents 11% have their monthly income above Rs.1,00,000. Hence the maximum numbers of respondents 47.3% are having monthly income up to Rs. 20,000

Table No: 1.3 Anova					
	Sum of Squares	**Df**	**Mean square**	**F**	**Sig**
Between Groups	5.467	3	1.822	1.465	.227
Within Groups	181.607	146	1.244		
Total	**187.073**	**149**			

The above mention table is the ANOVA table. As per the above table F value of Income and purchase from website of purchase decision is 1.465 is not significant at 5% level of significance (p=.227). So the null hypothesis is not rejected (p>0.05). It means there is no significant difference in the influence of purchase decision among the various Income and purchase from website groups.

Frequency Of Online Shopping Done By People
The activity of purchase decisions of consumers in Chennai city Every day, Weekly, Monthly   1 to 5 times in the year etc. is mentioned below

Table No: 1.5				
online shopping				
	No. of Respondents	**Percentage**	**Mean**	**Std Deviation**
Everyday	40	27		
Weekly	70	47		

Monthly	22	15	**2.12**	**.941**
1-5 times in year	18	12		
Total	**150**			

Source: Primary data

It is noted from the above table that the representing the frequency of online shopping done by people. Majority of respondents 47 % of the people did online shopping on a weekly basis, 27% of the people did online shopping on a Everyday basis, 15% of the people did online shopping on a monthly   and 12% of the people did online shopping on a 1-5 times in year. It is found from the analysis that the majority of 47% of people did online shopping on a Weekly.

Table : 1.4 Anova

	Sum of Squares	Df	Mean square	F	Sig
Between Groups	8.695	3	2.898	2.372	.73
Within Groups	178.379	146	1.222		
Total	**187.073**	**149**			

The above mention table is the ANOVA table. As per the above table F value of online shopping   done by people of purchase decision is 2.372 is not significant at 5% level of significance (p=.73). So the null hypothesis is not rejected (p>0.05). It means there is no significant difference in the influence of purchase decision among the various online shopping done by people .

Time Spent On Social Media Websites On A Typical Day
The Chennai-based survey looked at how much time people spend on social media per day. The table below explains us clearly.

Table No: 1.6				
Time Spent				
	No. of Respondents	**Percentage**	**Mean**	**Std Deviation**
0-5 hours	62	41		
5-10 hours	51	34		
10-15 hours	20	13	**1.95**	**1.002**
Above 15 hours	17	11		
Total	**150**			

Source: Primary data

A survey centered in Chennai revealed that consumers mostly spend 0-5 hours on social media per day i.e. 41% of people. Furthermore, 34% of population spent 5 - 10 hours on social media, The time spent on Social Media Websites on a typical day is that the majority of respondents 13 % were 10-15 hours and 11% of respondents were above 15 hours. It is concluded that the majority of 41% of people Time spent on Social Media Websites on a typical day a 5-10hours.

Table:1.5 Anova

	Sum of Squares	Df	Mean square	F	Sig
Between Groups	3.134	3	1.045	4.589	.004
Within Groups	33.239	146	.228		
Total	**36.373**	**149**			

The above mention table is the ANOVA table. As per the above table F value of Time spent on Social Media Websites on a typical day of purchase decision is 4.589 is not significant at 5% level of significance (p=.004). So the null hypothesis is not rejected (p>0.05). It means there is no significant difference in the influence of purchase decision among the various Time spent on Social Media Websites on a typical day.

Findings from the Impact of social media marketing on Consumer purchase decisions in Chennai city

➢ It is examined from the analysis that the majority of the respondents in the Consumer purchase decision are in female (58.7%) category.
➢ It is inferred from the analysis that the respondents in the Consumer purchase decision mostly belong to the 26 to 30 years age group of (35%.)
➢ It is surmised from the analysis that the majority of the respondents were under up to high school 20 years (68%).
➢ It is noted from the analysis that the majority of the respondents in the Consumer purchase decision are in monthly income up to Rs. 20,000 (47.3%) category.
➢ It is stated from the analysis that the maximum numbers of respondents (47 %) are having online shopping on a Weekly.
➢ It is concluded that the majority of 41% of people Time spent on Social Media Websites on a typical day a 5-10hours.

SUGGESTION

Consumer purchases in Chennai city have a huge impact on social media marketing. Before any company advertises their product or service, their social media ads should be reviewed. Social media is a good source of information for consumers. It is suggested that social media can be seen as a great growth in communication and can have a positive impact on consumer buying. This study predicts that consumer buy-in can be obtained through the media when new products are introduced in the market.

CONCLUSION

This social media also helps to buy cheap products. Consumers are sometimes making purchase decisions through social media instead of going to a store. Consumers are more interested in purchasing. As for Chennai, it is a state with a large population, so the impact of consumer purchases there is high. A lot of money is spent on social media advertising for this purpose. From children to adults fulfill their needs through social media. Not only in urban areas but also in rural areas there is a huge impact on social media. Social media makes it possible not only to develop one's contacts but also to purchase daily necessities through social media. Social media helps a lot not only in advertising but also in sales. In the present situation social media helps to record the opinions of friends and family members. Therefore, this study investigates that most of the consumer's purchases are made through social media and it provides many benefits to the consumer. The study explains to us that many consumers are more interested in making consumer purchases through social media.

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